DIVISION 7. - SIGNS

Sec. 110-176. - Purpose. This division is established to regulate the area, height, location and structural type of signs in the city to promote the health, safety, morals and general welfare of the community by protecting property values; minimizing visual distractions to motorists and eliminating signs which confuse or obstruct the vision necessary for traffic safety; protecting and enhancing the image, appearance and economic vitality of the city; providing for signage which is adequate but not excessive; encouraging the compatibility of all signs with the architecture of the principal use; and supporting and complementing the city's comprehensive plan and community appearance plan.

Sec. 110-177. - Applicability.

Signs located within the city shall be erected, relocated or changed only in accordance with the provisions of this division and all other applicable laws, ordinances and regulations. Permanent signs which are legally existing on the effective date of the ordinance from which this section derives shall retain legal, nonconforming status as provided in subsection 110-184(e). However, temporary window signs which do not comply with the requirements of this division shall not be granted legal, nonconforming status and shall be removed within 90 days of the effective date of the ordinance from which this section derives.

Sec. 110-178. - Exceptions from this division.

The following signs are exempt from the requirements of this division except for applicable provisions contained in <u>section 110-179</u> (general provisions):

- (1) Signs and notices posted by or under the direction of an official of the government of the United States, commonwealth or the city in the performance of his official duties.
- (2) Product dispensers and point-of-purchase displays.
- (3) Seasonal displays and decoration not advertising a product, service or entertainment; displayed for a period not exceeding 45 consecutive days.
- (4) Religious symbols for noncommercial purposes.
- (5) Indoor signs other than window signs.
- (6) Signs which are less than one square foot in area.

Sec. 110-179. - General provisions.



(a) Location.

- (1)All signs are deemed to be accessory to the principal use and shall be located entirely on the same lot as the principal use, except as provided in section 110-182 (temporary signs).
- (2) Signs shall be located in a manner that will not obstruct any passageway.
- (3)Signs shall be set back from the right-of-way as specified in Table I, Table II or Table III of this division. If, however, at the time of sign permit application the comprehensive plan indicates an expanded right-of-way for the purpose of constructing or expanding public improvements, then the sign owner shall relocate such sign the required distance from the expanded right-of-way location, at his expense, within 90 days of completion of that portion of the construction or expansion adjacent to the sign location.
- (4)Building-mounted signs shall not extend beyond the perimeter of any building edge, canopy border or roof line.
- (5)Projecting signs shall not project more than four feet from the building face to which they are attached.
- (6) Wall signs shall not extend more than one foot from the building face to which they are attached.
- (7)Ground-mounted signs shall be permitted only on lots with at least 100 feet of road frontage, except as specifically qualified herein.
- (8) Ground-mounted signs shall be set back as provided in Table II, except as specifically qualified in this division.

(b)Lighting.

- (1) In no case shall sign lighting cause glare onto any building or land, other than the building and property upon which the sign is located.
- (2) Illuminated signs shall not be located within 100 feet of any residential district. No sign greater than six feet in height that is located within 300 feet of any residential district shall be illuminated between the hours of 10:00 p.m. and 6:00 a.m.
- (3) External sign lighting shall be directed toward signs and shall be shielded in such a manner as to illuminate the sign face only.
- (c) *Sign structures*. Sign structures shall not be illustrative in nature. Any portion of a sign structure which is intended to inform, persuade, advertise or visually attract attention shall be considered part of the sign.

Sec. 110-180. - Signs permitted.



(a) Signs located in the city shall conform to the applicable requirements contained in Table I, Table II, Table III and subsection (b) of this section (special regulations), unless expressly exempted or modified elsewhere in this division.

(b) Special regulations.

- (1) Window signs. Permanent and temporary signs may be displayed on or adjacent to the interior windows of establishments in the C and I districts and commercial uses located in planned development districts, provided that all window signs shall be located within a contiguous area composing no more than 25 percent of the area of each window. The total area of window signs shall not exceed 50 percent of the maximum permitted building mounted sign area for that business.
 - (2) Multitenant commercial buildings not located within an historic district.

a. Shopping centers.

- 1. Shopping center identification signs. On parcels having a minimum street frontage of 150 feet, one ground-mounted or building-mounted sign shall be permitted not to exceed onehalf square foot for each linear foot of building frontage to a maximum of 50 square feet in area for the purpose of identifying the name of the center. Such sign shall not be used to identify any of the individual businesses located in such center.
- 2. Building-mounted signs. Except as provided in subsection (b)(2)a.1. of this section (shopping center identification signs) and subsection (b)(2)d. of this section (design approval bonus), the total area of building mounted signage shall not exceed 1.5 square feet for each linear foot of building frontage on which the sign is to be attached for any shopping center. Where feasible, signs for such establishments shall be grouped to form a single sign. Individual tenants within such building shall be allocated building-mounted signage as follows:
- i. Retail sales and personal service establishments shall be permitted building-mounted signage not to exceed 1.5 square feet for each linear foot of building frontage on which the sign is to be attached and which is occupied by each such tenant to a maximum of 150 square feet per tenant.
- ii. Each other establishment shall be permitted building-mounted signage not to exceed one square foot for each linear foot of building frontage on which the sign is to be attached and which is occupied by each such tenant to a maximum of 100 square feet per tenant.

- iii. Where a tenant has no building frontage, building-mounted signage shall be apportioned by the building owner or his agent, but in no case exceed the requirements established above with respect to sign areas for individual tenants or building total.
- 3. Signs for individual establishments located in detached buildings within a shopping center. Same as for individual or multiple businesses as appropriate (subsection (b)(1) and (b)(2)a. and b. of this section). No ground mounted sign shall be permitted for individual businesses situated within a shopping center.
- 4. *Sign approval*. In accordance with the provisions of article XIX of this chapter, signs appurtenant to new and renovated shopping centers shall be subject to approval of the board of architectural review or the city council. In its review, the board of architectural review or the city council may establish guidelines for future tenant signage at such shopping center including locations, sizes, colors and other design features.

b. Office or industrial centers.

- 1. *Center identification signs*. On parcels having a minimum street frontage of 150 feet, one ground-mounted center identification sign shall be permitted identifying the name of the center only. No such sign shall exceed 40 square feet in area.
- 2. Building identification signs. One ground-mounted sign shall be permitted for each detached principal building within an office or industrial center of two or more acres. Such sign shall identify only the name of the building or enterprise located therein, the address, company logo, or any combination thereof and shall be placed along the building frontage. If the principal buildings are arranged on the lot in such a manner as to face a parking area, then the perimeter wall facing such parking area may be considered the building frontage. No such sign shall exceed 20 square feet in area.
- 3. Building directory sign. Detached multitenant office or industrial buildings located within an office or industrial center shall be permitted one building-mounted directory sign not to exceed 20 square feet in area for the purpose of identifying the names and locations of uses within the building. Ground-mounted directory signs, not to exceed 20 square feet in area, shall be permitted for detached multitenant office or industrial buildings within an office or industrial center of two or more acres; however, the use of a ground-mounted directory sign shall preclude the use of any other ground-mounted sign on that same building or street frontage. All attached multitenant office or industrial buildings shall be permitted one building-mounted directory sign not to exceed four square feet in area for the purpose of identifying the names and locations of uses within the building.

- 4. *Tenant signs*. Buildings within office or industrial centers shall be permitted building-mounted signs identifying individual tenants.
- i. Each building shall be permitted, as a matter of right, a maximum cumulative total of such signs not exceeding one-quarter square foot for each linear foot of building frontage. The maximum cumulative total of tenant signage for each building may be increased to not greater than 1.50 square feet for each linear foot of building frontage, provided that a conceptual master plan for all tenant, directory, building identification and center identification signs has been reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. Such master plan shall include colors and materials of all such signs, and the locations, shapes, maximum dimensions, methods of illumination and other design-related features requested by the board of architectural review or the city council. Only one such master plan shall be required to increase the amount of signage as specified above. Individual tenant signs shall not be subject to subsequent board of architectural review or the city council review, provided that all signs erected are consistent with the approved master plan. The maximum area permitted for any one tenant sign shall be 50 square feet.
- ii. On multistory buildings, no tenant sign shall be permitted at a height greater than 3½ feet above the finished floor level of the second story.

c. Individual multitenant commercial or industrial building on a single lot.

- 1. *Building identification signs*. Individual multitenant commercial buildings on a single lot shall be permitted one ground-mounted or building-mounted sign not to exceed one-half square foot for each linear foot of building frontage to a maximum of 50 square feet in area for the purpose of identifying the name of the building within which such commercial uses are located. Such sign shall identify only the name of the building or the principal occupant thereof.
- 2. Building directory sign. Individual multitenant office or industrial buildings on a single lot shall be permitted one building-mounted or ground-mounted directory sign not to exceed 20 square feet in area for the purpose of identifying the names and locations of uses within the building; however, the use of a ground-mounted directory sign shall preclude the use of any other ground-mounted sign on that same building or street frontage.
- 3. *Tenant signs*. Individual multitenant commercial or industrial buildings shall be permitted building-mounted signs identifying individual tenants.
- i. Each building shall be permitted, as a matter of right, a maximum cumulative total of such signs not exceeding one-half square foot for each linear foot of building frontage. The

maximum cumulative total of tenant signage for each building may be increased to not greater than 1.50 square feet for each linear foot of building frontage, provided that a conceptual master plan for all tenant, directory, building identification and center identification signs has been reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. Such master plan shall include the information specified in subsection (b)(2)b. of this section. Only one such master plan shall be required to increase the amount of signage as specified in this subsection i. Individual tenant signs shall not be subject to subsequent review by the board of architectural review or the city council, provided that all signs erected are consistent with the approved master plan. The maximum area permitted for any one tenant sign shall be 50 square feet.

- ii. On multi-story buildings, no tenant sign shall be permitted at a height greater than 3½ feet above the finished floor level of the second story.
- d. *Design approval bonus*. The permitted sign area for multitenant commercial buildings not located in the Old and Historic District shall be increased by ten percent if the sign design and location are reviewed and approved by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter. In its deliberations, the board of architectural review or the city council shall consider the visual appropriateness and uniformity of signs with respect to design, color and location, and their integration with the architectural form of the building. The board of architectural review or the city council may impose conditions for approval relative to such considerations.
- (3) *Service stations*. Service stations shall be permitted the following signs in addition to the total sign area permitted in Table II, Table II, and Table III of this division.
- a. Two square feet per pump to identify the contents, price, and related information, to be placed on each pump.
- b. Four square feet per pump island identifying it as either "self-service" or "full-service," to be placed on the island.
- c. One state inspection sign, not to exceed four square feet.
- d. One emission control inspection sign, not to exceed four square feet.
- (4) Old Town Fairfax Historic Overlay District. The design and display of signs in the Old Town Fairfax Historic Overlay District are subject to the provisions of article XVIII of this chapter (historic overlay districts), including applicable design criteria, except as specifically qualified in this chapter.

- a. *Bulk regulations*. Total cumulative signage for each building frontage shall not exceed one square foot for each linear foot of building frontage. Signs shall also be permitted on building faces which are not included within the definition of building frontages provided that such building face is visible from a public street, and further provided that such signage does not exceed one-half square foot for each linear foot of building face. Building identification, building directory and individual tenant signs shall be permitted. Canopy signs located on the first floor of a building indicating only the name of a building or tenant shall not be counted toward the maximum permitted signage. Signs located within the Old Town Fairfax Historic Overlay District shall comply with the bulk regulations contained in Table III.
- b. *Materials*. Materials used in the construction and ornamentation of signs located in this district shall be compatible with the architecture of the building with which they are associated and consistent with the character of the district. Appropriately designed wood, canopy and painted window signs are preferred in the district. High gloss plastic, neon, and plastic-faced sign boxes shall not be permitted.
- c. Lettering size. Lettering on signs shall not exceed ten inches in height.
- d. *Color*. Sign color shall be compatible with the color scheme of the building with which the sign is associated and consistent with the character of the district.
- e. *Illumination*. Signs may be illuminated by white light only. Lighting shall be unobtrusive and illuminate the sign face only. Back-lit signs are prohibited.
- f. *Content*. The content of signs shall be limited to advertising the basic nature of businesses and identifying the names and either the addresses or telephone numbers of businesses; provided, however that service stations located in the district shall be permitted the signs in subsection (b)(3) of this section (special regulations for service stations).
- g. *Context*. Building-mounted signs shall be designed and constructed as an integral part of the building facade in terms of design and placement. Signs shall be compatible with and relate to the design elements of a building including proportion, scale, materials, color and details. Signs shall not obscure, depreciate, or compete with a building's significant architectural features.
- h. *Sign approval*. Signs erected or altered in the district are subject to approval by the board of architectural review or the city council, in accordance with the provisions of article XIX of this chapter as specified in article XX of this chapter (historic overlay districts) in addition to administrative procedures contained in <u>section 110-184</u> (administration and enforcement). In rendering its decision, the board of architectural review or the city council shall consider the criteria contained in <u>section 110-958</u> (design criteria, <u>section 110-978</u> (special design

requirements) and this section, and shall ensure consistency with the purpose and intent of the district as set forth in article XX of this chapter. If necessary, the board of architectural review or the city council shall impose conditions to ensure compliance with the above stated criteria, including limitation, as appropriate, of the types, styles, sizes and numbers of signs on any building in the district. An applicant may appeal any decision rendered by the board of architectural review to the city council as specified in article XXIII of this chapter.

(e)Nonconforming signs.

- (1)Signs and sign structures lawfully existing on the effective date of the ordinance from which this section derives or prior ordinances which do not conform to the provisions of this division shall be deemed to be legally nonconforming signs and may remain except for the window signs in section 110-177, and except as qualified below. Such signs and sign structures shall not be enlarged, extended, reconstructed or altered in any manner unless made to conform to the provision of this division; except that a sign face may be changed as long as the sign area and height of the new face is equal to or less than that of the sign it replaces.
- (2)Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign; provided, however, that no nonconforming sign which has been declared by the zoning administrator or building inspector to be unsafe because of its physical condition, as provided in subsection (d) of this section, shall be repaired, rebuilt or restored unless the sign is thereby made to conform to all applicable provisions of this division.
- (3)No nonconforming sign shall be moved for any distance on the same lot or to any other lot unless the change in location will make the sign conform to all applicable provisions of this division.
- (4)If a nonconforming sign is removed, any sign subsequently erected on the property shall be in accordance with the provisions of this division.
- (5)A nonconforming sign that is destroyed or damaged by any casualty to an extent not exceeding 50 percent of its estimated value may be restored within two years after such destruction or damage but shall not be enlarged in any manner. However, if a nonconforming sign is damaged to an extent that the cost of repair or restoration would exceed 50 percent of the estimated value prior to the damage, it shall not be restored or repaired except in accordance with all of the provisions of this division.
- (6)A nonconforming sign shall be subject to the removal provisions of subsection (b) of this section. In addition, a nonconforming sign shall be removed if the structure to which it is accessory is demolished or destroyed to the extent that the cost of repair or restoration of the structure would exceed 50 percent of its estimated value prior to the damage.

Sec. 110-185. - Special exceptions.



City council may, by special exception, modify the requirements contained in this division in accordance with the following provisions:

- (1) Special exceptions shall be granted only in accordance with the procedures and limitations established for special use permits in section 110-366
- (2) Special exceptions shall be granted only if:
- a. The applicant has clearly demonstrated that requirements contained in this division will present a unique burden due to unusual topography, vegetation, building design or lot shape; and
- b. The city council has determined that the granting of special exceptions will not be inconsistent with the comprehensive plan or the purpose of this division as stated in section 110-176
- (3) Special exceptions for signs within the Old Town Fairfax Historic Overlay District for development where the city is not an applicant shall be granted only after the board of architectural review has reviewed the application and forwarded its recommendation to city council finding that the requested exception is consistent with the purpose and intent of the Old Town Fairfax Historic Overlay District and design criteria contained in sections 110-958 and 110-978
- (4)Special exceptions for signs for development where the city is an applicant, including those within the Old Town Fairfax Historic Overlay District, shall be granted only after the city council has reviewed the application and found that the requested exception is consistent with the purpose and intent of the Old Town Fairfax Historic Overlay District and design criteria contained in sections 110-958 and 110-978. The city council shall render its decision after considering review comments or suggestions forwarded by the board of architectural review. Unless otherwise specified by city council, such comments or suggestions shall be considered at a joint board of architectural review and city council work session.

Sec. 110-186. - Signs not requiring permits.



The following signs are exempt from permit requirements provided they conform to general provisions contained in section 110-179 and the requirements presented below.

(1) Nonilluminated signs advertising for rent, sale or lease of a residential, commercial or industrial unit located on the site on which the rent, sale or lease shall occur. One such sign shall be permitted for each unit to be rented, sold or leased which shall not exceed four square feet in area and shall not exceed a height of five feet. Such freestanding signs shall be placed no closer than eight feet from any public right-of-way.

- (2)Nonilluminated yard sale and open house signs not exceeding two square feet in area. Such signs shall be posted no more than 24 hours in advance of the event; shall be posted for a period not to exceed three consecutive days; shall be removed by 9:00 p.m. of the final day of the event; and shall not be located within any public right-of-way. Each such sign placed off-site shall require the permission of the owner of the property on which the placement of such sign is sought.
- (3)On-site directional signs for the convenience of the public including but not limited to directional traffic signs indicating entrance and exit, and signs indicating the location of restrooms, public telephones, or parking areas; provided that each directional sign shall not exceed two square feet and shall comply with minimum yard requirements for parking areas.
- (4)Flags of the United States, the Commonwealth of Virginia, the City of Fairfax, other countries and states, religious groups, civic organizations and service clubs; provided, however, that there shall be no more than three flags on any one lot, each flag and pole shall conform to the height and setback restrictions of the zoning district in which they are located, and no such flag shall exceed 24 square feet in area. In addition, any commercial or industrial use on a parcel of two acres or more may display its corporate emblem in the form of a flag, provided:
- a. There is no more than one such flag on any parcel; and
- b. The area of such corporate flag shall be deducted from the permitted area of the building-mounted sign.
- (5)Political signs at a polling place for a period not to exceed 24 hours.
- (6)Signs on residential structures or premises and mail boxes identifying the name and address of the occupant, not to exceed one square foot in area.
- (7)Signs prohibiting persons from trespassing, hunting, fishing, or swimming and warning of dangerous animals, not to exceed two square feet in area.
- (8) Historical markers, monuments, memorial signs, commemorative plaques.
- (9)Banners and nonilluminated signs posted by civic, fraternal, charitable or public service organizations, provided that such banners and nonilluminated signs shall be limited to ten consecutive days' duration and six events per year for any civic, fraternal, charitable or public

service organization. Such signs or banners shall not exceed 32 square feet in area. Notwithstanding the provisions of subsection 110-179(a) which regulate sign location, such signs may be no closer than eight feet from the street curb or the edge of street pavement in the absence of a curb subject to the approval of the city manager or his designee to ensure vehicular and pedestrian safety.

(10)Signs advertising the name, place and time of city-sponsored holiday celebrations, fairs, festivals, and similar events, provided that such signs shall be posted for no more than 30 consecutive days, and no more than 60 days within any year. Signs advertising charitable and public events and holiday celebrations may be permitted in public rights-of-way if the city manager or his designee determines that the public safety will not be compromised, and the design and placement of such signs are consistent with the goals, objectives, and strategies contained in the comprehensive plan and any other adopted city policy. In addition to the name, place and time of such event, such sign may include the name and logo of any commercial sponsor, provided that such name and logo constitute no more than ten percent of the total sign area.

- (11)Civic posters and public service announcements displayed in windows of commercial establishments.
- (12)Temporary commercial window signage in conformance with the requirements contained in subsection <u>110-180(b)(1)</u>.
- (13)Banners, flags and balloons for private use in celebration of special events in residential district shall be limited to three consecutive days' duration.

(a)

Table I. Signage Permitted

Sign Type	Structural Category	Total Maximum Area (sq. ft.)	Maximum Height	Illumination Permitted	Other
Bed and breakfast	Ground- mounted; hanging	4	6 ft. if ground-mounted; 10 ft. if building-mounted	External white light only	One per street frontage not to exceed two total
Business*	Building- mounted	Retail sales and personal service: 1.5/linear feet of building frontage to 150 square feet except as	Roof line	Yes (section 110-179	

Civic/religious	Ground-	specified in subsection 110-180(b). All other comm./Indus: 1/linear foot of building frontage to 100 square feet except as specified in subsection 110-180(b).	Ground-	External	
	mounted; building- mounted		mounted: 6 ft.; Building- mounted: Roof line	white light only	
Directional					Controlled by section 110-179
Hospitals/24- hr. emergency care facilities	Ground- mounted; building- mounted	32	Ground- mounted: 6 ft., Building- mounted: Roof line	External white light only	
Major home Occupation	Wall	1	Sill of second story	None	One permitted per home
Rental office sign	Building- mounted; ground- mounted	4	Building- mounted: Roof line; Ground- mounted: 6 ft.	None	One permitted per use; 20 feet setback from all property lines
Residential development	Ground- mounted	32	6 ft.	External white light only	Two permitted per development; 20 feet setback from all property lines.
	Freestanding (other than ground- mounted)	16	6 ft.	External white light only	Two permitted per development; 10-foot setback from all property lines. May be located closer to or within the public right-of-way, subject to written approval of the city manager.**
Temporary					Controlled by sections 110-182-110-206.

- * Note: Ground-mounted business signs for individual commercial establishments are addressed in table II. Ground-mounted signs for multitenant commercial establishments are addressed in subsection 110-180(b)(2).
- ** Note: Freestanding residential development signs may be located closer to or within the public right-of-way if the city manager or his designee determines that the public safety will not be compromised, and the design and placement of such signs are consistent with the goals, objectives, and strategies contained in the comprehensive plan and other city policies.

(b)

Table II. Regulations for Ground-Mounted Business Signs.

Street Classification	Total Maximum Area	Maximum Height	Front Setback*	Side Setback*
Arterial	0.5 sq. ft./linear ft. of building frontage to maximum of 50 sq. ft.; or	6 ft.	20 ft.	10 ft.
	0.5 sq. ft./linear ft. of building frontage to maximum of 40 sq. ft.	6 ft.	10 ft.	10 ft.
Collector	0.5 sq. ft./linear ft. of building frontage to maximum of 40 sq. ft.; or	6 ft.	20 ft.	10 ft.
	0.5 sq. ft./linear ft. of building frontage to maximum of 35 sq. ft.	6 ft.	10 ft.	10 ft.
Local	0.5 sq. ft./linear ft. of building frontage to maximum of 25 sq. ft.	6 ft.	10 ft.	10 ft.

^{*} In addition to minimum setback requirements, each sign must provide sufficient sight distance as determined by the zoning administrator.

(c)

Table III. Old Town Fairfax Historic Overlay District Sign Regulations.

Sign Type	Area ¹	Setback	Maximum Height	Other
Wall	1.00 sq. ft./linear ft. building frontage; 0.50 sq.ft./lineal ft. of building face which is not defined as a bldg. frontage	N/A	3½ feet above the finished floor level of the second story	
Projecting	8 sq. ft.	May project 4 ft. or 1/3 width of sidewalk, whichever is less	No higher than window sill of second story unless such sign is adjacent to a second story exterior entrance; 8 ft. min. ground clearance required	
Window	25 percent of area of window in which it is displayed	N/A	N/A	One permanent sign permitted per window
Freestanding,	8 sq. ft.	Minimum	12 ft.	

Hanging ²		building setback		
Ground- mounted	8 sq. ft.	Minimum building setback	6 ft.	
Sandwich Board	6 sq. ft.	N/A	N/A	Must be located on private property and must not impede pedestrian flow
Canopy	N/A	N/A	N/A ¹	May only indicate the name of the building or tenant
Flag (commercial)	24 sq. ft. each building; counted as part of building-mounted signage for purpose of calculating permitted area	The anchoring device shall not project more than 5 ft. from the surface of the wall.	No part of the flag shall extend above the roofline or 20 ft. above grade, whichever is less. Each flag shall maintain an 8 ft. min. clearance above grade, and each supporting pole shall be located in such a manner as not to impede the free flow of pedestrian traffic.	Content shall be limited to a graphic, emblem and/or three words or less. Commercial flags may be used in addition to flags specified in subsection 110-186(4) and shall be permitted on freestanding poles.

Total cumulative sign area may not exceed one square foot for each linear foot of building frontage and 0.50 square feet for each linear foot of building face not defined as building frontage and meeting the qualifications contained in subsection 110-180(b)(4); provided, however, that each detached building shall be permitted at least 15 square feet of building-mounted signage. (Canopy signs located on the first floor of a building indicating only the name of a building or tenant shall not be counted toward the maximum permitted coverage.)

(Code 1978, § 26-44; Ord. No. 2001-12, 10-9-2001)

² All other types of pylon signs are prohibited.